



L. T. POOLE
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February 16, 1996

To: L. K. Brubaker
M. N. Miller
D. T. Parnell
T. L. Sampson
S. D. Zaleskin

Gentlemen:

As you can see from the attached productivity model, we are one of the highest in the country on PB-OB. Dave has asked that as a best practices sharing, we give him some input on how we do this.

Please give me three or four bullets for your Division on what you are doing to make this happen. I would appreciate this information on or before March 1st.

Thank you.

Sincerely,

Larry

L. T. Poole

TO: LTP
FROM: SDZ "

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- o Focused on selling 60 cartons per store goal. There is a top of mind awareness with the sales reps that it is our objective
- o Increased freq/coverage (contact in key accounts)
- o Spending of remaining 4th Qtr 1995 co-mixing \$'s in the month of Jan
- o Addressing all shorts and low stock lev